

**METHOD AND APPARATUS FOR NETWORK MARKETING  
OF FINANCIAL SECURITIES**

**Abstract of the Disclosure**

5                   A centralized financial market management system and method are disclosed that permit individual investors to trade over a network. The disclosed centralized financial market management system automatically identifies bids that are in proximity to one another and permits participants to negotiate directly in order to consummate a transaction. The disclosed centralized financial market management  
10 system permits each participant in the financial security trading market to have a unique definition of its market structure. A participant can establish various market segments, each corresponding to a group of other market participants, within the push market where bids are posted. Thus, the submitter of a bid (buy or sell) can narrowly focus the bid on select market participants. A large transaction (buy or sell) can be divided by the bid  
15 submitter into smaller units and divided over a number of market segments.

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